



**REGULAR CALLED MEETING OF THE  
COMMUNITY DEVELOPMENT (Type B) CORPORATION**

**Tuesday, March 12, 2019 at 6:30 p.m.**

**City Council Chambers**

**450 Cypress Creek Road, Building Four  
Cedar Park, Texas 78613**

**BOARD OF DIRECTORS**

- |  |  |
|--|--|
| <input type="checkbox"/> Tom Moody, Place 1            | <input type="checkbox"/> Ryan Wood, Place 6, President |
| <input type="checkbox"/> Ginger Goodin, Place 3 (V.P.) | <input type="checkbox"/> Dick Lewis, Place 2           |
| <input type="checkbox"/> Ramona Kar, Place 5           | <input type="checkbox"/> Bob Lemon, Place 4            |
|  | <input type="checkbox"/> Lance Gunn, Place 7           |

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**AGENDA**

- A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.
- A.2 Citizen Communications.  
*(Not For Items Listed On This Agenda. Three Minutes Each. No Deliberations With 4B. The Board May Respond With Factual Information.)*
- A.3 Board Members' Opening Comments.

**STAFF REPORTS**  
**(DISCUSSION ONLY)**

- B.1 Quarterly Update And Status Report On FY 2018-2019 4B Projects. (Kimberly Reese, Project Manager)

**CONSENT AGENDA**

*(Pursuant To Community Development Board Rule, the Consent Agenda consists of all items set forth on Agenda Item C.1. The Consent Agenda May Be Approved By A Single Motion.)*

- C.1 Approval Of The Minutes Of The February 12, 2019 Regular Called Meeting.

*An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.*

## **PUBLIC HEARINGS**

D.1 No Items Scheduled.

## **REGULAR AGENDA** **DISCUSSION AND POSSIBLE ACTION**

E.1 Consideration And Possible Action On Revisions To The Community Development FY 2019-2020 Strategic Goals.

## **EXECUTIVE SESSION**

*In accordance with Chapter 551, Government Code, the Community Development (Type B) Corporation Board will now convene in a Closed Executive Session pursuant to the following provisions of the Texas Open Meetings Act, Chapter 551, of the Texas Government Code:*

### **The Community Development Corporation (Type B) Board reconvenes into Open Session**

## **ADMINISTRATIVE ITEMS**

*(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action.)*

G.1 Board Member Closing Comments.

Next Regular Scheduled Board Meeting **Tuesday, April 9, 2019 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

H.1 Adjournment.

The above agenda schedule represents an estimate of the order for the indicated items and is subject to change at any time. All agenda items are subject to final action by the Community Development (Type B) Corporation Board.

Any item on this posted agenda may be discussed in Executive Session provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.

Any final action, decision, or vote on a matter deliberated in Closed Executive Session shall be made in an open meeting pursuant to the Texas Open Meetings Act, Chapter 551 of the Texas Government Code.

At the discretion of the Community Development (Type B) Corporation Board, non-agenda items under the headings of "Citizen Communications" may be presented to the Board for informational purposes; however, by law, the Board shall not discuss, deliberate or vote upon such matters except

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that a statement of specific factual information, a recitation of existing policy, and deliberations concerning the placing of the subject on a subsequent agenda may take place.

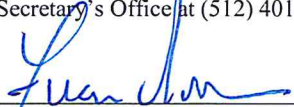
The City Attorney has approved the Executive Session Items on this agenda, if any.

CERTIFICATE
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I certify that the above notice of the Regular Called Community Development (Type B) Corporation Meeting of the City of Cedar Park, Texas was posted on the bulletin board of the City of Cedar Park City Hall Council Chambers, 450 Cypress Creek Road, Building 4, Cedar Park, Texas. This notice was posted on:

\_\_\_\_\_  
*Date Stamped (Month, Day, Year, AM/PM, Time)*

The Cedar Park City Hall Campus and Council Chambers are wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretative services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (512) 401-5002 or FAX (512) 401-5003 for further information.

  
\_\_\_\_\_  
Fran Irwin,  
Community Affairs Director

Notice Removed: \_\_\_\_\_ 15 MAR 8 PM 2:46

*An unscheduled Closed Executive Session may be called to discuss any item on this posted agenda provided it is within one of the permitted categories under Chapter 551 of the Texas Government Code.*

# CITY OF CEDAR PARK

## 2018-2020 STRATEGIC GOALS



### DISTINCTLY CEDAR PARK

#### PURPOSE

Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

#### OBJECTIVES

- Encourage unique and distinctive developments
- Revitalize Bell Boulevard area
- Create gathering places, including parks and library
- Design special events that attract people to Cedar Park
- Leverage the value of aesthetics on community culture



### OPEN HERE, GROW HERE

#### PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

#### OBJECTIVES

- Identify markets and actively recruit targeted industries and employers
- Evaluate economic development tool box
- Protect areas already designated for business
- Develop and launch business retention program



### SAFETY IS TOP-OF-MIND

#### PURPOSE

Our community feels safe, secure and comfortable.

#### OBJECTIVES

- Ensure timely and appropriate response for calls for service
- Provide resources necessary to meet community expectations
- Enhance citizen safety level



### OPERATIONAL & FISCAL EXCELLENCE

#### PURPOSE

Deliver high-quality services in a fiscally-responsible manner.

#### OBJECTIVES

- Provide high-value services to our community
- Demonstrate fiscal responsibility
- Improve and ensure a well-maintained infrastructure, including storm water
- Attract and retain a qualified workforce



### LINK PEOPLE, PLACES & THINGS

#### PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

#### OBJECTIVES

- Continue implementing Roadway Master Plan
- Expand pedestrian and bike networks
- Complete Transit Study
- Use technology to improve traffic/mobility
- Advance 183A frontage road project



### STRONG COMMUNITY CONNECTIONS

#### PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

#### OBJECTIVES

- Develop and leverage innovative ways to engage the community
- Evaluate and enhance current engagement programs
- Support development and recognition of board and commission members



### SUSTAINABLE FUTURE

#### PURPOSE

Demonstrate responsible stewardship of community and natural resources.

#### OBJECTIVES

- Use our resources wisely
- Explore environmental programs
- Update Comprehensive Plan
- Support neighborhood maintenance



**CEDAR PARK**

of the



**COMMUNITY DEVELOPMENT CORPORATION**

**AGENDA ITEM B.1.**

**March 12, 2019**

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**Item/Subject:** Quarterly Update and Status Report on FY 2018-2019 4B Projects

**Initiating Dept.:** Staff

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**Commentary:**

Kimberly Reese, Project Manager, will present an update on the progress to date on a variety of FY 2018-2019 4B-funded projects.



## Community Development Capital Projects List (March 2019)

#	Project Description	Funds Source	Project Cost	Status	Description
1	Bell Blvd	4B/ Bonds	\$20,400,000 (4B portion)	Developer Negotiations	Red Leaf Selected as Master Developer. Currently in Negotiations with Red Leaf.
2	Lakeline Park Master Plan	Parks Ord	\$100,000	Completed	Master plan for roughly 200 acre Lakeline Park site. - Adopted by Council in December 2018.
3	Town Center Trail/Bridge	4B	\$550,000	Construction	Replace crushed granite with concrete trail and install pedestrian bridge. Concrete sidewalks complete, bridge currently in fabrication.
4	Veterans Park Imps	4B	\$500,000	Construction	Dog park, sports field turf and ADA viewing area improvements. Revegetation/irrigation once it's slightly warmer.
5	Trail Lighting	4B	\$50,000	Construction	Installation of additional LED trail lighting. Several lights currently installed- pricing and evaluating local for remaining lights.
6	Brushy Creek North Trail	4B	\$50,000	In Design	Prelim engineering/ outreach for trail from Whitestone/Parmer southward to connect with the regional trail. Scope being re-evaluated due to selection for CAMPO funding.
7	Brushy Creek Trail Improv.	4B	\$450,000	Construction	CAMPO project w/ 80% reimbursement on design & construction.
8	Dog Park East	4B	\$265,000	Bid	Construction of a dog park in Brushy Creek Lake Park.
9	Sidewalk Gap Ph. 4	4B	\$350,000	Completed	Fourth phase of the sidewalk gap project.
10	Lakeline Rt Turn Lanes	4B	\$700,000	In Design	Turn Lane project on Lakeline Boulevard at W. Park, Treeline Dr. and New Hope.
11	Whitestone Rt Turn Lanes	4B	\$700,000	In Design	Turn Lane project on Whitestone Boulevard at Walton Way, Discovery Blvd and the Railroad.
12	Reagan/ Caballo Ranch Rt Turn	4B	\$250,000	In Design	Right turn improvements at Ronald Reagan and Caballo Ranch.
13	Recons. of Fire Lane/Little Elm	4B	\$650,000	In Design	Reconstruct the roads leading to the Police and Fire training facilities. Currently in early stages of design.
14	Brushy Creek Sports Park Improv.	4B	\$230,000	Bid	Park improvements include shade structures, a picnic pavilion, drainage improvements enhanced picnic area and new scoreboards and signage.
15	Parks Recycling Project	4B	\$150,000	Pre-Planning	Recycling in 5 community parks. Pricing Dumpster Options.
16	Study LL Park Trail Connect.	4B	\$60,000	RFQ	A feasibility study to connect Lakeline Park with the Regional Trail System (across Bell Blvd).
17	Outdoor Music Venue Study	4B	\$35,000	Awaiting Start	Study to evaluate and recommend prioritized city-owned venue sites; updates to the event permit process to identify appropriate staffing levels
18	Pole Mounted Street Signs	4B	\$150,000	Construction	Installation of updated street signs. -Currently working on installations in Buttercup. In the process of hiring temporary positions for project.
19	Sidewalk Gap Ph. 5	4B	\$350,000	Awaiting Start	Fifth phase of the sidewalk gap project.- RFQ anticipated to be issued in Late March.
20	Bike Lane Striping	4B	\$230,000	Design	Expansion Of Bike Lanes And Restriping Roads. - Consultant selection approved 2/28.



COMMUNITY DEVELOPMENT CORPORATION

CONSENT AGENDA ITEM C.1

March 12, 2019

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**Item/Subject:** The Consent Agenda Consists of Items C.1

**Initiating Dept.:** Staff

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**Commentary:**

C.1 Approval Of The Minutes Of The February 12, 2019 Regular Called Board Meeting.

*All items on Consent may be approved with a single motion to "Approve The Consent Calendar". Individual items may be pulled for further discussion prior to other agenda items.*

\_\_\_\_\_ moved to approve the Consent Calendar. \_\_\_\_\_ seconded the motion.  
The motion was approved.





## MINUTES

### REGULAR CALLED MEETING OF THE COMMUNITY DEVELOPMENT (Type B) CORPORATION

Tuesday, February 12, 2019 at 6:30 p.m.

City Council Chambers

450 Cypress Creek Road, Building Four

Cedar Park, Texas 78613

### BOARD OF DIRECTORS

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Tom Moody, Place 1            | <input checked="" type="checkbox"/> Ryan Wood, Place 6, President |
| <input checked="" type="checkbox"/> Ginger Goodin, Place 3 (V.P.) | <input checked="" type="checkbox"/> Dick Lewis, Place 2           |
| <input checked="" type="checkbox"/> Ramona Kar, Place 5           | <input checked="" type="checkbox"/> Bob Lemon, Place 4            |
|   | <input checked="" type="checkbox"/> Lance Gunn, Place 7           |

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### AGENDA

A.1 CALL TO ORDER, QUORUM DETERMINED, MEETING DECLARED OPEN.

**President Ryan Wood called the meeting to order at 6:30 p.m. noting that a quorum is present.**

A.2 Citizen Communications.

*(Not For Items Listed On This Agenda. Three Minutes Each. No Deliberations With 4B. The Board May Respond With Factual Information.)*

**None.**

A.3 Board Members' Opening Comments.

**President Wood welcomed everyone. Director Moody said he is glad to be here.**

### STAFF REPORTS

**(DISCUSSION ONLY)**

B.2 1<sup>st</sup> Quarter Financial Report For FY 2019. (Chad Tustison, Assistant Director Finance)

**Chad Tustison, Assistant Director of Finance, gave an overview of the Type B Community Development Corporation's budget of \$7.56M in revenue and \$5.68 in expenses. He explained that sales tax fund one-half a cent into the Type B Community Development Corporation. He explained that the First Quarter collections were \$19,000, or roughly one percent over budget,**



and 3.7 percent over last year. He showed sales tax collections by month and the sales tax collections history.

Mr. Tustison went over expenses through the First Quarter in more detail, giving an ending fund balance summary with a gross balance of \$3.9M as the ending year projection. He pointed out more detail of items and breakdown.

President Wood said he likes the fund balance chart.

Director Gunn asked if they can anticipate it (sales tax revenue) to go up and asked what drives it.

Mr. Tustison answered that the City saw an impact from the Parke (retail) development, and that it has to do with migration and people moving into the City, and that his staff looks at what other cities are projecting and the City's history of ten percent, year over year. He pointed out that, around 2011 there was a sharp incline and that it's been healthy but the City can't anticipate that to happen forever.

Director Gunn asked if changes in the Federal Income Tax are on the radar.

Mr. Tustison said that that is a good question, and that he has not seen anything yet but that if (individuals' income) tax returns are higher than last year and local expenditures increase, that is something that can be monitored.

Director Moody asked why the fluctuation of the ending fund balance – that it was up in 2016, then jumps down 30 to 40 percent. What is the deal with that?

Mr. Tustison answered, the Destination Bell Boulevard (the Bell Boulevard Redevelopment Project).

President Wood added that up until that time the Corporation had been in a save mode, or a save-and-spend mode and that big project came and the Corporation started "digging into" reserves.

B.1 Bell Boulevard Redevelopment Update Report. (Katherine Caffrey, Assistant City Manager)

Assistant City Manager Caffrey reminded the Board Members that when she was present at the January Type B Community Development Corporation Meeting she presented them an update report on Bell Boulevard Redevelopment, which she referred to as a recap of the January 10 (2019) City Council Meeting (presentation) about the Master Developer selection. Tonight she would share more of the developer's presentation.

Potential developers were asked to provide information related to their development plan in four categories: the development plan, the development strategy, the management plan and most critical, the financial plan. She acknowledged that the 4B Board has played an important role and has funded a little more than fifty percent of the project costs to date.

ACM Caffrey transitioned to telling the Board about the selected developer RedLeaf Properties, sharing the presentation that they showed to City Council. She stated that the Council unanimously voted to move forward in negotiations with the Austin-based RedLeaf Properties.

ACM Caffrey said that some of RedLeaf's projects include the Highland ACC redevelopment, Brooks in the San Antonio area, and the Mueller Development that was done by the Principal who started his own company, RedLeaf.

She said that they envision Bell Boulevard at full buildout being a vibrant area with a lot of mixed uses, and there was discussion about the inclusion of a new library. She explained that the bond funding does not prescribe whether it is a new or renovated library, or where it will be located. RedLeaf provided the library as an optional item but Council was swayed by the approach that RedLeaf took. One change (to the original design concept) is the reoriented street design. They tweaked the road design to expand the park footprint. She said that RedLeaf wants to create something that will withstand the test of time and that ultimately the goal of the project is to be a gathering place. With the expansion of the park and the inclusion of the development in the park area, it's less a park in a development and more a development in a park.

President Wood asked about the Master Developer Agreement and if that meant that at the end of the year there will be designs? ACM Caffrey answered, yes.

Director Kar asked why negotiations take so long. ACM Caffrey answered that these types of negotiations typically take 18-24 months and that there are hundreds of decisions involved and a lot of engineering and land planning that they review thoroughly.

### **CONSENT AGENDA**

*(Pursuant To Community Development Board Rule, the Consent Agenda consists of all items set forth on Agenda Item C.1. The Consent Agenda May Be Approved By A Single Motion.)*

- C.1 Approval Of The Minutes Of The January 8, 2019 Regular Called Meeting.
- C.2 Consider Resolutions for
  - a. Funding Of A Brushy Creek Sports Park Project In An Amount Not To Exceed \$230,000.
  - b. Funding Of A Parks And Recreation Recycling Project In An Amount Not To Exceed \$150,000.
  - c. Funding A Feasibility Study To Identify Options For Lakeline Park/Wilco Trail Connection In An Amount Not To Exceed \$60,000.
  - d. Funding An Outdoor Music Venue Study To Evaluate And Recommend Prioritized City-Owned Venue Sites; Recommend Updates To The Event Permit Process And To Identify Appropriate Staffing Levels In An Amount Not To Exceed \$35,000.
  - e. Funding The Sidewalk Gap Closure Phase 5 Project In An Amount Not To Exceed \$350,000.
  - f. Funding For A Bike Lane and Restriping Project In An Amount Not To Exceed \$350,000.
  - g. Funding For A Pole Mounted Street Sign Project In An Amount Not To Exceed \$150,000.
  - h. Funding For The Bell Boulevard Redevelopment Project In An Amount Not To Exceed \$3,100,000.

**President Wood motioned to approve Items C.1 through C. 2 a.-h. on the Consent Agenda. The motion was seconded by Director Goodin. Director Gunn then motioned to approve the Items**

on the Consent Agenda, but to modify the minutes to reflect that Director Moody, not Director Lewis, attended the Economic Development sales tax training. The motion was seconded by Director Goodin and the motion carried 7-0.

### **PUBLIC HEARINGS**

D.1 No Items Scheduled.

### **REGULAR AGENDA**

#### **DISCUSSION AND POSSIBLE ACTION**

E.1 Consideration To Designate Subcommittees For Strategic Goals And Economic Development.

President Wood said that he asked for this item on the Agenda and wants to share his philosophy. He said that in previous years Council has come up with their Strategic Goals and the Board has taken them and tried to map the 4B's Strategic Goals to be in alignment with the City Council. This time, there are a lot of expectations which Board Members heard at the Joint Meeting with City Council that they (City Council) are looking at short and long-term goals. He believes it is really important for the 4B Board to come up with, what are our goals – what is our strategy, long-term, not just this budget cycle but what are they (the Board) looking for in the future. The Strategic Goals Subcommittee would have no more than three members and the expectation is that they would meet – and it doesn't have to be a physical meeting but could be via e-mail – to come up with a draft and then present the draft at a board meeting for full board discussion and possible action.

President Wood said that strategic goals can be fluid, such as the costs of parks and the quarry, and they will get more specific as more detailed information is available.

President Wood motioned for Director Lewis, Vice President Goodin and Director Gunn to be on the Strategic Goals Subcommittee.

Director Kar asked if the subcommittee would include President Wood. He responded that no, it would be a quorum and that he purposely wanted to step back because he did not want someone with knowledge of how 4B has done things in the past, that he wanted a fresh start – some fresh eyes looking at it. Director Kar asked if the Board would be apprised of the process through e-mails or is that not legal for them to share ideas. President Wood said that any ideas from the subcommittee would be shared with the Board, however, if she has ideas he would think sharing them with staff would be good. City Attorney JP LeCompte stepped up to clarify, answering that when one member shares with another member, then that member shares with two, then there is a walking quorum. To present in an open meeting is the best way to go. The motion carried 7-0. No second was recorded.

President Wood said that he wants to create an economic development subcommittee in response to the changes in the 4A funding. He stated that Council sees 4B getting back into economic development and that he wants to have the committee ready. President Wood, Director Moody and Director Lemon all self-nominated.

Director Lemon asked if this would be an ad hoc committee, if they would serve on an as-needed basis. President Wood said yes, and that it has been very helpful in the past to have such a group ready to work on Economic Development projects as they come up. Director

**Moody asked if it would be staff initiated. President Wood confirmed that it would be staff initiated and made the motion to create the Economic Development subcommittee. The motion carried 7-0. No second was recorded.**

### **EXECUTIVE SESSION**

*In accordance with Chapter 551, Government Code, the Community Development (Type B) Corporation Board will now convene in a Closed Executive Session pursuant to the following provisions of the Texas Open Meetings Act, Chapter 551, of the Texas Government Code:*

F.1 Section § 551.071 (2) Consultation With Attorney Regarding Matters In Which The Duty Of The Attorney To The Governmental Body Under The Texas Disciplinary Rules Of Professional Conduct Of The State Bar Of Texas Clearly Conflict With This Chapter, and Section § 551.072 Deliberation Of The Purchase, Exchange, Lease, Or Value Of Real Property.

a. *Legal Issues Concerning Potential Property Acquisition And Development Related To The Bell Boulevard Redevelopment Plan.*

**The Community Development Corporation (Type B) Board reconvenes into Open Session**

### **ADMINISTRATIVE ITEMS**

*(Board members and staff may discuss items related to the board member's general duties and responsibilities. The Board may not take a vote or other action on any item other than to obtain a consensus regarding how items are to be placed on future agendas for formal action.)*

G.1 Board Member Closing Comments.

Next Regular Scheduled Board Meeting **Tuesday, March 12, 2019 At 6:30 P.M.** In The Cedar Park Council Chambers At 450 Cypress Creek Road, Building Four.

H.1 Adjournment.

**The meeting adjourned at 8:31 p.m.**

PASSED AND APPROVED THIS THE 12<sup>TH</sup> DAY OF MARCH, 2019.

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Ryan Wood, President

ATTEST:

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Fran Irwin, Secretary





**COMMUNITY DEVELOPMENT CORPORATION**

**AGENDA ITEM E.1.**

**March 12, 2019**

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**Item/Subject:** Consideration and Possible Action on FY 2019-2020 Strategic Goals

**Initiating Dept.:** Community Development Strategic Goals Subcommittee

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**Commentary:**

Members of the Strategic Goals Subcommittee met to begin the process of revising the Community Development FY 2019-2020 Strategic Goals and will share a draft with the full board for discussion and possible action.